

ZOOM Attendance: Mik Muller, Lucinda Kidder, MJ Adams, David Russell, Bob Sunderland, Bill Baker, Ben Goldsher, Judy Raper, Penny Ricketts, Kriste Joy, Kara Younger; Notes, Rachel Roberts

Items:

1. Approval of Minutes

- March 9 Meeting Minutes
 - MJ motioned to accept minutes; Lucinda seconded. Discussion: request to include mention of Greenfield Savings Bank's restaurant promotion as shared during the MassDevelopment discussion. Motion approved with addition.

2. Finance Update

- Matching Grant Crowdfunding Update
 - Rachel briefly explained the crowdfunding closes April 30 and we have nearly \$3000 and need \$2000 more to reach the goal. She requested that folks share social media posts and get the word out.
 - Grant applications are open again to use the crowdfunding money. The only application we have so far is from Hawks & Reed. Applicants do not need to be GBA members. The money can be used by any type of businesses for outdoor equipment.
 - Money needs to be awarded by May 31.
 - Rachel will try for a follow-up story with the Recorder
- Excel/Quickbooks/Wave update
 - Rachel reported that David requested she move from Excel finance records to Quickbooks for tax reporting purposes. Prices for Quickbooks are high for what we really would use and need; Wave (online finance software) was recommended; it's free and has the reporting capabilities David wants; uploading our records is a bit cumbersome so Rachel is importing a bit at a time. Rachel noted that the program allows for invoicing and other things which will make the time spent importing information worth it.
- Taxes
 - Rachel submitted the paperwork to request an extension for tax filing. She has not received notice that it has been extended, yet.

3. Planning discussion for 2021; continued

- Sub-committee updates
 - Marketing (Committee: Mik, Ben & Jeremy)
 - #DiscoverGreenfield videos
 - Ben briefly described the #DiscoverGreenfield video project; he has most of the first video pulled together and requested a meeting with the marketing group; should have a video to show the BOD in 1-2 weeks
 - The next video will be with Jeremy for the GreenSpace; the BOD members interested in this project will be done first as "guinea pigs" and then it will be opened up to all Greenfield businesses (Note: GBA

members will pay only \$100 for the video; non-members will pay \$200); Bakers and LAVA are also interested

- Rachel reminded folks the Greenfield Local Cultural Council and Crossroads Cultural District FY20 grants that were originally funded for a luminary event will go towards these grants, first to any artists (music, video, photo) for pieces of the video and then towards paying the videographer (Ben Goldsher).
- We will be marketing this as a membership benefit
- The 1-minute videos can be used to promote online (thru GCTV, individual businesses, our social media, etc)
- VisitGreenfieldMA website
 - Mik mentioned there has been an inquiry about updating the page; he reminded the group the GBA met with the city about 12-18 months ago to discuss which entity would work on the website and nothing was determined at the time; Mik asked MJ if there was any news from the city about this
 - MJ mentioned the city is discussing reworking their own webpage and the VisitGreenfieldMA site is part of it; we may know something in a month; her assistant is posting currently
- Membership
 - Rachel referred to an earlier aside discussion about membership invoicing with the Franklin County Chamber; Marian and she are developing a system to invoice business without “double” invoicing; invoices from each organization will make it possible to renew or join either; money will be moved back and forth between the businesses depending on which gets payment for the dual memberships
 - Rachel will be both emailing and post mailing invoices. Not enough businesses are responding to the emailed ones. New invoices should go out this week after connecting with Marian.
 - After invoices are sent, Rachel will be connecting with the Membership Committee to help follow-up with businesses that are delinquent in payment for the 2020-21 (or FY21) year which will close June 30th.
 - Rachel also mentioned that it would be a good time for the committee to start discussions on membership benefits, reworked for the new COVID/post-COVID business world
 - We also need to gather and pull together welcome bags for new businesses with GBA membership business’ swag/incentives
- Holiday Lighting
 - The committee has reviewed lighting possibilities with Rachel and are recommended we purchase 30 garland/light combos for \$5059. MJ made a motion to purchase new lighting as suggested by the committee; Bill seconded. Motion approved after discussion below:
 - Bill asked if the lights were already connected to the garlands; they are separate and we will need to assemble them when we “fluff” the old garlands; assembled would have cost about \$1,000 more

- Mik shared the plan to purchase 30 garlands a year until we have a full set of new garlands instead of purchasing them all at once; Rachel shared this batch is getting a discounted garland price but the lighting not
- Ben asked if there was another way to acknowledge sponsors like lamppost banners with children's art as the background; Kriste agreed that it would be great to involve community children; it was agreed that Rachel would look into costs and if it was comparable to what we have arranged in the past with Nan she will bring it back up to the committee
- Several people wondered what will be done to keep the stars up better next year; Rachel explained that Nan tried to glue the stars and cable ties this past year which didn't work; Rachel has requested future stars not have glue
- Rachel shared the city will work with us in the same way as the 2020 season to install and remove the garlands; Mayor Roxann wants to expand the holiday lighting further east and west along Main St; Rachel suggested we use old "replaced" garlands to expand as well or bring some garlands off of Bank Row and Federal Street to accommodate the expansion

4. Upcoming Events / Activities

- Bee Fest collaborations
 - Lamppost Bee sponsorship with the Bee Fest folks opened today; Bees will be up from mid-May-September (right after the fair, at this point); \$100 each with the GBA receiving \$15 from each in trade for Rachel's help
 - Due to timing and technical problems, the Bee Fest group was not able to host the sponsoring on their webpage and Paypal so Rachel offered the GBA's
 - Bee Scavenger Hunt is still being planned for this year; Rachel still working out the details of how to host a bee; many suggested having the bee placement inside businesses to encourage people to enter; awards for completion are combinations of gift certificates; maybe a \$10 gift certificate to participate rather than \$25 like last time
- Annual Meeting
 - June BOD meeting is usually the Annual Meeting
 - Rachel asked for a committee to help plan the agenda, speaker, where/when of the event
 - Lucinda, Mik and Judy volunteered
 - MJ or Mayor Roxann were recommended as possible speakers to discuss COVID and city's reopening plans and their impact specifically to the businesses community

5. Other Updates / Business

- MJ mentioned the Rapid Recovery consultant visiting Greenfield; GBA has a representative space on the Rapid Recovery Committee for Rachel; consultant will be touring downtown this week and hosting a zoom on Friday; data will help city prioritize its recovery planning
- MJ mentioned the city is looking into and trying out a restructuring of traffic flow at the south of Court Sq to Bank Row as part of the Common restructuring plan
 - Reference made to the Hawks & Reed space next to City Hall; Ben and the city are in discussions about how to work that space into a outside event/serving space
 - The traffic pattern near Hope & Olive's new outdoor space was mentioned as a concern for drivers coming from Olive St to Hope St. MJ shared the Building Inspectors

approved it and it meets intersection codes. It was suggested that a mirror be added to a post across from Olive St to improve drivers' sightlines.

- Judy wondered if the city ever had or looked into a downtown sound system. She suggested it might be a nice way to create a shared community atmosphere downtown; it was mentioned that some businesses project music from their own spaces but there was no knowledge of a downtown-based sound system; Judy will research her idea more and get back to the board
- Bob wondered if flyers or other adverts could be available at the John Zon Community Center while the vaccination clinics were running; it was suggested that a sandwich board may be better received since there is less person-to-person contact; someone would need to ask the city

Adjourned 9:36 AM

NEXT MEETING - Tuesday, May 11, 2021 at 8:30 am

ZOOM: <https://zoom.us/j/7093692888>

Open to all members